

WAOW Television, WYOW Television, WMOW Television

EEO PUBLIC FILE REPORT

August 1, 2012 - July 31, 2013

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Multimedia Journalist	1-9, 13, 15-17, 19-21, 23, 25, 27-32, 34-37, 39, 41, 43, 46, 48-52	29
Newscast Director/Technical Director	1-2, 5, 13-17, 19-21, 25, 29-32, 34-39, 41, 43, 46, 48-52	14
Multimedia Journalist	1-2, 5, 13, 15-17, 19-21, 23, 25, 27, 29-32, 34-39, 41, 43, 45-52	27
Sports Multimedia Journalist	1-2, 5, 13-17, 19-21, 25, 29-32, 34-37, 39, 41, 43, 46, 48-52	14
Sports Multimedia Journalist	1-2, 5, 13-17, 19-21, 25, 29-32, 34-37, 39, 41, 43, 46, 48-52	29
General Manager	24	24
Content Manager	1-2, 5, 10, 13, 15-17, 19-21, 25, 27, 29-32, 34-37, 39, 41, 43, 46-52	27
Evening Newscast Producer	1-2, 5, 13, 15-17, 19-21, 25, 29-32, 34-37, 39, 41, 43, 46, 48-52	29
Station Manager	11	11
Multimedia Photographer	1-2, 5, 12-13, 15-17, 19-21, 25, 29-32, 34-37, 39-44, 46-52	12
Multimedia Journalist	1-2, 5, 13, 15-21, 25, 27, 29, 31-32, 34-39, 41, 43, 46, 48-52	29
Traffic Assistant/Programming Coordinator	1-2, 5, 10, 13, 15-22, 25-27, 29, 31-39, 41, 43, 46, 48-52	27
Digital Sales Specialist	1-2, 5, 10, 13, 15-21, 25-27, 29, 31-32, 34-37, 39, 41, 43, 46, 48-52	27
Internet Director	1-2, 5, 13, 15-21, 25, 27, 29, 31-32, 34-37, 39, 41, 43, 46, 48-52	29
Master Control Operator -- Full-Time	1-2, 5, 13, 15-21, 25, 27, 29, 31-32, 34-37, 39, 41, 43, 46, 48-52	27

WAOW Television, WYOW Television, WMOW Television**EEO PUBLIC FILE REPORT****August 1, 2012 - July 31, 2013****II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")**

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Brown College 1345 Mendota Heights Road Room 1091 Mendota Heights, Minnesota 55120 Phone : 651-905-3541 Url : https://my.browncollege.edu/mycampus/employer Email : dfikis@browncollege.edu Dawn Fikis	Y	0
2	Carthage College 2001 Alford Dr Kenosha, Wisconsin 53141 Phone : 262-551-8500 Email : jfrederick@carthage.edu Jean Frederick	N	0
3	Collective Talent Illinois Url : www.collectivetalent.com Career Service Manual Posting	N	0
4	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Career Service	N	0
5	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Fax : 1-813-494-4555 Michael Bille	N	0
6	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.michaelsmedia.com Email : info@michaelsmedia.com Michael Bille	N	0

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7	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
8	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Email : bille@michaelsmedia.com Michael Bille	N	0
9	Collective Talent 26150 Hersheyvale Franklin, Michigan 48025 Career Service Manual Posting	N	0
10	Employee Referral Pam Kopp	N	4
11	Exigent Circumstances	N	2
12	Former Employee	N	1
13	Huntington University 2303 College Ave Huntington, Indiana 46750 Phone : 260-359-4040 Email : lrazor@huntington.edu Lynne Razor	N	0
14	Internal Transfer/Promotion	N	2
15	KTIV- Kathy Clayton 3135 Floyd Blvd Sioux City, Iowa 51108 Email : kclayton@ktiv.com Kathy Clayton	N	0
16	KTTC- Jodi Neyens 6301 Bandel Rd NW Rochester, Minnesota 55901 Phone : (507) 535-8904 Email : jneyens@kttc.com Jodi Neyens	N	0

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17	KWWL- Sandy Youngblut 500 East 4th St Waterloo, Iowa 50703 Phone : 319-291-1259 Email : syoungblut@kwwl.com Sandy Youngblut	N	0
18	Madison Media Institute 2702 Agriculture Drive Madison, Wisconsin 53718 Phone : 608-237-8312 Url : http://www.mediainstitute.edu/employers Laura Mael Manual Posting	N	0
19	Medialine PO Box 51909 Pacific Grove, California 93950 Phone : 1-800-237-8073 Url : www.medialine.com Email : mark@medialine.com Mark Shillstone	N	0
20	Missouri School of Journalism 200 Neff Hall Columbia, Missouri Email : mujourcareerservices@missouri.edu Career Services	N	0
21	New Jersey Herald- Robin Fichter PO Box 10 Newton, New Jersey 07860 Phone : 973-383-1170 Email : rfichter@njherald.com Robin Fichter	N	0
22	Non-Employee Referral	N	1
23	Ohio Center for Broadcasting 9000 Sweet Valley Dr Valley View, Ohio 44125 Url : www.funjobsonair.com Email : gary@beonair.com Gary James	N	0

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24	Paramount Media Advisors, Inc. 500 N. Michigan Avenue, Suite 300 Chicago, Illinois 60611 Phone : 312-396-4043 Url : www.paramountmediaadvisors.com Email : bbyrnes@paramountmediaadvisors.com Fax : 1-312-396-4043 Brian Byrnes	N	3
25	QNI- Ashley Borden 130 S 5th St Quincy, Illinois 62306 Phone : 217-223-3409 Email : aborden@qni.biz Ashley Borden	N	0
26	Station On-Air Advertisement	N	4
27	Station Website www.waow.com	N	15
28	Tusculum College PO Box 5012 Greeneville, Tennessee 37743 Phone : 800-729-0256 Email : awaddell@tusculum.edu Amanda Waddell	N	0
29	TV Jobs PO Box 4116 Oceanside, California 92052 Phone : 760-754-8177 Url : www.tvjobs.com Mark Halloway Manual Posting	N	10
30	University of Oregon Messanine Rm 112, 1228 University Eugene, Oregon Phone : 541-346-3235 Email : career@uoregon.edu Charlotte Nisser	N	0
31	UW Eau Claire PO Box 4004 Eau Claire, Wisconsin Phone : 715-836-5358 Email : careers@uwec.edu Paula Collins	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	UW Green Bay 2420 Nicolet Dr Green Bay, Wisconsin Phone : 920-465-2163 Email : careers@uwgb.edu Career Services	N	0
33	UW Madison 1305 Linden Dr, Ste 205 Madison, Wisconsin Phone : 608-262-3921 Kristi Luzar Manual Posting	N	0
34	UW Milwaukee/Placement Office PO Box 413 Milwaukee, Wisconsin 53201 Email : careerserv@uwm.edu Linda Walke	N	0
35	UW Platteville 0200 Ullsvik Hall Platteville, Wisconsin 53818 Phone : 608-342-1183 Email : careercenter@uwplatt.edu Career Center	N	0
36	UW Stevens Point 134 Old Main Building Stevens Point, Wisconsin 54481 Phone : 715-346-3226 Url : career@uwsp.edu Email : Jim.Haney@uwsp.edu Jim Haney	N	0
37	UW Stout 103 Administration Bldg Menomonie, Wisconsin 54751 Phone : 715-232-1601 Email : careerservices@uwstout.edu Career Services	N	0
38	UW Superior Main 135 Superior, Wisconsin 54880 Phone : 715-394-8024 Email : career@uwsuper.edu Pope Wright	N	0

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39	UW Whitewater 226 McCutchan Hall Whitewater, Wisconsin 53190 Phone : 262-472-1511 Email : career@uww.edu Roger Pulliam	N	0
40	Waukesha County Technical College 800 Main St Pewaukee, Wisconsin 53072 Url : www.wisconsintechconnect.com Jean Donovan Manual Posting	N	0
41	WBA 44 E Mifflin St Ste 900 Madison, Wisconsin 53703 Phone : 608-255-2600 Url : www.wi-broadcasters.org Michelle Vetterkind Manual Posting	N	1
42	Western WI Technical College 304 N 6th St LaCrosse, Wisconsin Karol Parr Manual Posting	N	0
43	WGEM- Donna Vancil 513 Hampshire St, PO Box 80 Quincy, Illinois 62306 Email : dvancil@wgem.com Donna Vancil	N	0
44	WI Indianhead Technical College 505 Pine Ridge Drive Shell Lake, Wisconsin 54871 Url : http://www.wisconsintechconnect.com/ Career Services Manual Posting	N	0
45	WI Organization of Asian Americans 2830 Stevens St Madison, Wisconsin 53705 Jan Miyasaki Manual Posting	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
46	Winona State University 110 Gildemeiste Hall Winona, Minnesota 55987 Phone : 507-457-5878 Email : career@winona.edu Career Services	N	0
47	Wisconsin Indianhead Technical College 505 Pine Ridge Dr Shell Lake, Wisconsin 54871 Carol Heim Manual Posting	N	0
48	WKOW- Jessica Miller 5727 Tokay Blvd Madison, Wisconsin 53719 Email : jmillers@wkowtv.com Jessica Miller	N	0
49	WREX- Trista Truesdale PO Box 530 Rockford, Illinois 61105 Email : ttruesdale@wrex.com Trista Truesdale	N	0
50	WSJV- Heather Stewart PO Box 28 South Bend, Indiana 46624 Email : hstewart@fox28.com Heather Stewart	N	0
51	WVVA- Audrey Sluss PO Box 1930 Bluefield, West Virginia 24701 Phone : 304-324-0659 Email : Asluss@wvva.com Audrey Sluss	N	0
52	WXOW/WQOW- Theresa Wopat PO Box C-4019 LaCrosse, Wisconsin 54602 Phone : 5078959872 Email : twopat@wxow.com Theresa Wopat	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			43

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/24/2012	Establishment of an intern program designed to assist members of the community	Student Internship Programs - the station hosted a student internship during the Fall of 2012. The intern was a Communications student at UW-Stevens Point.	1	News Director Station Manager Content Manager	1.00
2	9/7/2012	Establishment of an intern program designed to assist members of the community	Student Internship Programs - the station hosted a student internship during the Fall of 2012. The intern was a Communications student at UW-Stevens Point.	1	General Sales Manager Local Sales Manager CW Marketing Specialist	1.00
3	12/6/2012	Participation in Job Fairs	DC Everest High School Career Fair held at DC Everest Senior High School on Thursday, December 6, 2012 from 8:00 am - 11:15 am in Weston, Wisconsin.	4	5pm/6pm Anchor Wake Up WI Anchor 9pm/10pm Anchor HR/Administrative Asst	0.25
4	1/23/2013	Participation in Job Fairs	Job/Career Fair in conjunction with the WBA's 2013 Winter Conference held Wednesday, January 23, 2013 from 8:30 AM - 10:30 AM at the Concourse Hotel, Madison Wisconsin.	2	HR/Administrative Asst News Director	0.25
5	1/23/2013	Provision of training to management	Station personnel attended "Avoiding Discrimination in Employment Terminations" presentation which was held as part of WBA's 2013 Winter Conference on Wednesday, January 23, 2013 from 10:45 AM - 11:45 AM at the Madison Concourse Hotel in Madison, Wisconsin.	3	General Manager News Director HR/Administrative Asst	1.00
6	1/25/2013	Establishment of an intern program designed to assist members of the community	Student Internship Programs - the station hosted a student internship during the Spring of 2013. The intern was a student at UW-Stevens Point majoring in communications with a Media Studies emphasis and a minor in Business Administration.	1	News Director	1.00
7	3/4/2013	Establishment of an intern program designed to assist members of the community	Student Internship Programs - the station hosted a student internship during the Spring of 2013. The intern was a Communications student at UW-Stevens Point.	1	General Sales Manager Local Sales Manager CW Marketing Specialist	1.00
8	4/9/2013	Participation in Job Fairs	Wausau School District Career Fair held at Northcentral Technical College on Tuesday, April 9, 2013 from 8:30 am - 2:100 pm in Wausau, Wisconsin.	5	HR/Administrative Asst Wake Up Anchor Chief Meteorologist Wake Up Anchor	0.25

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
9	5/20/2013	Establishment of an intern program designed to assist members of the community	Student Internship Programs - the station hosted a student internship during the Summer of 2013. The intern was a student at Winona State University, majoring in PR with a minor in Business Administration.	1	Local Sales Manager CW Marketing Specialist	1.00
10	5/20/2013	Establishment of an intern program designed to assist members of the community	The station hosted a student internship during the Summer of 2013. The intern was a Communications and Media Studies student at St. Norbert College in De Pere, WI.	1	News Director	1.00
11	6/19/2013	Participation in Job Fairs	Kelly Fuller and Joe Tessmer represented WAOW/WYOW/WMOW at the Job/Career Fair held as part of the WBA's 2013 Summer Conference on Wednesday, June 19, 2013 from 2 PM - 4 PM at the Osthoff Resort, Elkhart Lake, Wisconsin.	2	HR/Administrative Assistant Local Sales Manager	0.25
12	6/19/2013	Provision of training to management	Station personnel attended "Compliance With The FCC's EEO Nondiscrimination and Outreach Regulations - Part 4" presentation which was held as part of the WBA's 2013 Summer Conference on Wednesday, June 19, 2013 from 4 PM - 5 PM at the Osthoff Resort, Elkhart Lake, WI.	2	Station Manager HR/Administrative Asst	1.00
13	7/1/2013	Establishment of an intern program designed to assist members of the community	The station hosted a student internship during the summer of 2013. The intern was a student at Elon University in Elon, North Carolina majoring in Political Science.	1	News Director	1.00
TOTAL POINTS OVER REPORTING PERIOD:						10.00